

ABSTRACT OF THE DISCLOSURE

In implementation of driving a liquid-crystal display device with a frame period T divided into a scanning period T_1 and a hold period immediately following the scanning period, each data line in the liquid-crystal display device experiences a positive-polarity frame period and a negative-polarity frame period, which are repeated alternately. In addition, when a frame period T is stretched over positive-polarity and negative polarity data lines provided repeatedly on alternate columns of the liquid-crystal display device, an electric potential V_{sigm} appearing on a positive-polarity data line in a hold period is always higher than an electric potential V_{com} appearing on an opposite electrode of each pixel in the liquid-crystal display device, but an electric potential V_{sigm} appearing on a negative-polarity data line in a hold period is always lower than the electric potential V_{com} . As a result, it is possible to eliminate flickers, which will be otherwise generated if a driving frequency of the liquid-crystal display device is lowered.